



CALPEEK

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Dick Rosengarten, Publisher

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PROP. 199: THE MEASURE THAT DOESN'T GET ANY COVERAGE - MOBILEHOME RENT CONTROL WARS.

Editor's note: Typically, a mobilehome (*manufactured housing* is a better name) is sited in a "park" and the mobilehome owner pays *rent* to the park owner. Over the years, because there aren't nearly enough parks or spaces, the law of supply & demand caused park rents to skyrocket. As a result, many of CA's cities and counties enacted mobilehome rent control laws to protect mobilehome residents. Prop. 199 would phase out all local mobilehome rent control laws. It's much more complex, but that's a simple explanation. Here is our brief update on the politics of what may appear to be a *David & Goliath* situation -- but looks can deceive...

...Those who favor YES on 199 go under the banner of *Californians for Mobilehome Fairness*. The initiative was sponsored by a handful of parkowners. After it qualified, the large Western Mobilehome Parkowners Assn. endorsed the measure. The coalition now includes a number of local elected officials, GOP groups (including the CA Republican Party), the CA Chamber, the CA Manufactured Housing Inst. and a number of taxpayer organizations. While most parkowners support Prop. 199, there are a few who do not. Stoorza, Ziegaus & Metzger is the consultant for the YES side...

...Those opposing #199 call themselves *Californians Against Initiative Fraud*. The coalition backing the NO side is formidable and includes the Golden State Mobilehome Owners League, CA AFL-CIO, AARP and the Congress of CA Seniors. CA Demo Party is opposed, but there are a number of GOP legislators who also oppose #199. Some of them, such as Assemblyman Howard Kaloogian(R-San Diego), see #199 as an attack on *local control*. NO on #199's consultant is Steve Hopcraft, who is spending lots of time organizing at the grassroots level...

...The only polling data we've seen was completed in April of 1995, among 800 likely voters. Dresner, Wickers & Assoc. did the poll for the YES side. After a summary of the measure was read to those questioned, #199 won by a margin of 43% to 41%, with 15% undecided. Very close, within the margin of error. As for money, the YES side reported cash on hand of about \$180,000, while the NO side had \$202,273. But make no mistake, it's the parkowners who have access to the big bucks and that has the NO side worried. Why? In a low turnout election, a late TV blitz or a big slate card operation could swing the election...

...FYI: In the battle over newspaper editorial support, NO on 199 is a *big winner*. News media editorials may play a big part, because news media coverage to date has been scant. But the real secret weapon for NO on #199 are the mobilehome park residents themselves. Of the 500,000 estimated to live in such parks, 400,000 are registered voters. Are they likely to vote Mar. 26? Bet your first born. Stay tuned...

U.S. HOUSE UPDATE: BRIEF LOOK AT 3 PRIMARIES.

Editor's note: This week we'll focus on primary battles in districts which will be *war zones* in November. Here's our update & analysis...

☑ **1st C.D.** - A top Demo target in '96 is U.S. Rep. Frank Riggs(R-Napa). There are 5 Demos. In the top tier are St. Helena attorney Monica Marvin, former Gore/White House staffer Michela Alioto, and former S.F. Co. Sup. Carol Ruth Silver. The second tier includes Dennis Chuning and businessman William Burton. Most sources think this is a 3-woman race --- and at this point, pretty much of a *toss-up*. Alioto & Silver moved into the 1st C.D. run, so that could be a factor. Marvin has lots of solid endorsements (Emily's List, Sen. Mike Thompson, U.S. Rep. Lynn Woolsey), but

Alioto has big bucks. Silver's strong point is her experience. Alioto has hired Bill Carrick(TV), Ambrosino & Muir(mail) and Fairbanks Maslin(polling). Marvin has hired Paul Kinney(media), Terris & Jaye(mail) and Russonello & Belden(polling). Silver has hired Austin/Sheinkopf. Money goes a long way in this Demo district...

☒ **42nd C.D.** - There are 5 GOPers battling to take on U.S. Rep. George Brown(D-Colton) Nov. 5th. Our sources see the GOP primary as a 3-person race. In the top tier are San Berdu Sup. Court Judge Linda Wilde, Rancho Cucamonga Councilman Rex Gutierrez and the '94 GOP nominee, Rob Guzman. In the second tier are Fontana businessman/attorney Steve Stewart and businessman Chuck Williams. Wilde has hired Dave Gilliard(media) and he's already in the mail with an absentee ballot application. Gutierrez has hired Campaign Strategies, while Guzman has hired Bob Gouty. Wilde has pulled in some good conservative endorsements and has that great ballot title. But things could get somewhat nasty. Guzman and Gutierrez have done op-research on Wilde. We'll see what happens...

☒ **36th C.D.** - Will '96 see a repeat of '94, with U.S. Rep. Jane Harman(D-L.A.) going up against Rancho Palos Verdes Councilwoman Susan Brooks(R)? Or will Dr. Irwin Savodnik, the Demo-turned-GOPer, replace Brooks as the Republican nominee? Brooks and Savodnik are in the GOP's top tier in this race, with attorney Greg Ford and a Hans Kugler in the second tier. The big question: can Brooks raise the warchest necessary to hold off Savodnik? Savodnik has money and he'll need it all because Brooks still has lots of name ID. Savodnik has hired consultants Ron Smith and Tom Shortridge. Brooks has no consultant at present. She's running the campaign with her husband. And she's still convinced Harman stole the election with illegal votes, but that excuse has worn out its welcome. Brooks has been endorsed by 4 GOP Calif. House members, although she claims many more. Savodnik has landed many local endorsements. Toss up for now, but watch the money...

...FYI: Keep your eyes on the **50th C.D.**, where our sources say incumbent U.S. Rep. Bob Filner(D-San Diego) is very worried about a strong challenge from San Diego Councilman Juan Vargas. Vargas is walking daily. An upset is possible. Stay tuned...

CA INITIATIVE UPDATE: TORT REFORM STATUTE ON NOV. 5TH BALLOT. 38 INITIATIVES ON THE STREET.

Editor's note: A statute sponsored by the Consumer Attorneys of Calif. dealing with attorney's fees is the first measure to qualify for the Nov. 5th ballot. There are still some 38 other initiatives on the street collecting signatures and about 20 more in the AG's office awaiting title & summary. With an April 19th deadline two months away, it may be way too late for those measures still at the AG's office. Here's a brief update...

o **Turned In** - On 1/29, *Californians for Political Reform* turned in more than 700,000 signatures to county registrars across the State. 433,269 signatures are needed to qualify. This statute is a campaign contributions & spending limits measure sponsored by the LWV, Common Cause & United We Stand...

New On the Street

■ **Schools. Spending limits on administration** is the official title. Sponsored by Children's Rights 2000. Statute. Deadline is June 24. Contact: ☎(310)475-5157. This is known as the "95-5" initiative...

■ **Judges. Limiting immunity. Special grand juries** is the official title. Sponsored by Ronald Branson. Constitutional Amendment. Deadline is June 26. Contact: ☎(818)386-5804...

■ **Limiting immunity. Judges. Prosecutors. Social Workers** is the official title. Sponsored by Rose M. Colombo. Constitutional Amendment. Deadline is June 26. Contact: ☎(714)839-5256...

■ **Education. Four district pilot program. Advancement by test. Grants for private schooling** is the official title of a new ballot measure that replaces a similar initiative that was given the go ahead last week. New deadline for this statute is June 26...

...FYI: Sources tell CALPEEK that *The Gaming Control Act of 1996* (slots in Palm Springs) is now on the street and circulating. Sponsor Mark Bragg has given Mike Arno's American Petition Management a down payment to collect signatures. The big question: does Bragg have enough money pay for 1 million signatures? Stay tuned...

NUMEROUS CA CONSULTANTS WIN POLLIE AWARDS

Four Calif.-based consulting firms were among the 1995 American Assn. of Political Consultants(AAPC) Pollie Award winners. Taking home 1st place awards were Woodward & McDowell(3), the Campaign Performance Group(2), Terris & Jaye(1) and Sheingold Associates(1). Picking up 2nd place awards were Nelson Communications Group and John Kern. Also winning 2nd place awards were Woodward & McDowell, Campaign Performance Group and Sheingold Associates. Stay tuned...

POTOMAC FEVER: CLINTON/GORE '96 TEAM NAMED.

Editor's note: Want to know who's IN CHARGE of Pres. Bill Clinton's 1996 reelection campaign? Here are some of the answers...

...Pres. Clinton's campaign reelection team is just about in place, with one major exception: the overall Clinton-Gore '96 **Calif. manager**. For more than 6 months it had been assumed that White House advisor John Emerson would be the individual in charge of the Calif. operation. But because of the bizarre conflict-of-interest/ethics law now in place, Emerson can't take the job. He's known about this for several months, but word about his situation is just now leaking out. So who are the individuals the White House is now looking at to run Calif.? The long list includes consultants Bill Carrick and Kam Kuwata; DOT attorney Phil Recht; and former CA Assemblyman Tom Umberg of Orange Co. Our sources think Carrick may have too much on his plate for now (tort reform + numerous candidates) to get the job, while Kuwata may want to stay where he is, working for the Milken Family Foundation. That leaves Recht(a former Manatt Phelps attorney in L.A. and well connected politically) and Umberg, a former Asst. U.S. Attorney. Regardless of who is picked, our sources think Emerson will still have lots of clout in determining what happens in Calif...

...The overall Clinton/Gore '96 team looks like this:
1) **Political Strategy & Media** - lead consultant Dick Morris, with Squier, Knapp & Ochs(media), Hank Sheinkopf of Austin/Sheinkopf(media), and Penn & Schoen on polling. 2) **Organization & Finance** - Harold M. Ickes, cmp. mgr.; Ann Lewis, dep. cmp. mgr. and communications director(chief spin doctor); Karen Atwood, dep. communications director; Terry

McAuliffe, finance chair; and Laura Hartigan, nat'l finance director. Need to reach the Clinton/Gore '96 campaign HQ? ☎(202)331-1996...

COUNTY INITIATIVES: MORE LOCAL MEASURES.

Editor's note: Here is Part III in a continuing series of brief updates about hot local ballot measures...

☑ Measures T & U - Orange - The Board of Supes has placed two(2) charter amendments before voters. "T" would change the county from a *general law county* to a *charter county*. While the DA, Sheriff and Assessor would still have be elected, under this proposal the auditor, treasurer and clerk/recorder would be appointed and there would be a very strong CEO (chief executive officer) --- as opposed to the current CAO (county administrative officer). All of this is an outgrowth of the county's bankruptcy mess. The second measure, "U," would increase the number of supervisors from 5 to 9. But "U" can't become law unless "T" is approved. No campaign teams, as there isn't much money...

☑ Measure S (Update) - Orange - El Toro II. The YES side has hired Wooldridge Pierson to do the mail on this campaign...

☑ Scrap Yard Battle in San Jose - There is no letter or number assigned here, but CALPEEK sources expect a lively Nov. 5th referendum to overturn an action by the San Jose City Council that will permit So. Calif.-based Pick Your Part (auto wrecking yard) to open up a San Jose facility. The referendum was led by Pick-N-Pull, a San Jose auto wrecking yard that doesn't want Pick Your Part in town. Great x-rated material for Jay Leno. Both sides spent about \$350,000 during the qualification phase. Consultant Ed McGovern and Pacific Petitions lead the qualification drive, while consultants Greg Sellers & Roger Lee were trying to block this referendum from making the ballot. The side favoring the referendum turned in 49,500 signatures, but only needed 28,000 to qualify. Stay tuned...

WEST L.A. LINCOLN CLUB'S CANDIDATES FORUM.

The Lincoln Club's West L.A. Chpt. will host a huge candidates' forum, beginning at 6:30 p.m., Feb. 13 at the Regency Club, West L.A. For info & RSVPs, ☎ Sarah Kane (818)345-2310...

46th ANNUAL LEGISLATIVE SEMINAR SET FEB. 25-27.

College students and their professors from around the State will converge on Sacto Feb. 25-27 for the 46th Annual Legislative Seminar, sponsored by the CA Center for Education in Public Affairs, Inc. Organizers have planned various panel discussions, including a '96 elections panel during the 3-day seminar. For info contact Cerrell Associates ☎(213)466-3445...

CALPEEK's INFOBAHN: POLITICAL SHORT TAKES.

Editor's note: Here are a few political items worth noting...

◆ **A Big Texas Hello from Ross** - Reform Party organizer (and probably presidential candidate) Ross Perot was recently in Sacto giving a speech and who did he meet with afterwards? In addition to Reform Party Assemblyman Dom Cortese (San Jose), Perot was seen chatting with former Speaker Brian Setencich (R-Fresno). Wonder what they were talking about???

◆ **VBM In Oregon a Success** - U.S. Rep. Ron Wyden, a nerdy, 8-term Demo from Portland, squeezed out a narrow victory over millionaire State Sen. Gordon Smith (R) to win the *vote-by-mail* special election to fill out the term of U.S. Sen. Bob Packwood (R). Voter turnout was about 65%. Any national significance to Wyden's win? GOP spin doctors say NO, but many Demos disagree. A big win for U.S. Sen. Bob Kerrey (D-NE), chair of the DSCC...

◆ **For Your Reading File** - An interesting profile story by L.A. Times political writer Bill Stall about Demo Controller Kathleen Connell --- with the headline: *Controller's Forceful Agenda Fuels Speculation on Run for Governor*. It's got some spicy quotes about a possible primary between Connell and Lt. Gov. Gray Davis (D), who recently said on Century Cable TV's *Week In Review* that he is running for governor. These two don't like each other at all...

◆ **It's Never Too Early** - Brian Jagger is a 17-year-old Sacto high school student running for Lt. Governor in the 1998 GOP primary. Right now he's not even eligible to vote, but he was savvy enough to hire campaign consultant Leo McElroy to help him. A big color photo and story of young Jagger made the front page of the Sacto BEE's Jan. 30th Scene section. McElroy says Jagger is very bright and is not a right-wing nut case.

McElroy is lining up news media interviews for his LG client in San Diego and in L.A...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● CA Gov. Pete Wilson has named 53-year-old CA Appellate Court Judge Ming W. Chin to the CA Supreme Court. Chin replaces Armand Arabian...

● Campaign consultant/fundraiser & PA executive Anthony Garrett (former S.F. resident) has opened Anthony Garrett Co., 2022 Columbia Rd., NW, #407, Washington DC 20009. ☎(202)628-5411...

● Campaign/mail consultant Dan Siwulec (long time Below Tobe exec) has opened his own firm, Dan Siwulec Communications Marketing, 1181 Courtleigh Drive, Ste. 204, L.A. 90066. ☎(310)397-8022...

● L.A. Airport Comm. Ted Stein has resigned his job to devote more time to his 1997 campaign for L.A. City Attorney...

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● **Experienced Speechwriter** will research and write speeches and public testimony on political and business topics. Can also adapt speeches for op-ed page articles. Art Detman Jr. Phone: (310)454-2277. FAX (310)454-3047...

● **Account Coordinator** - A leading Calif. public affairs/ballot issue management firm is seeking an experienced account coordinator. Good salary and benefits. Please send resume to Account Coordinator, 915 "L" Street, Ste. C240, Sacramento, CA 95814...

● **Political Assistant** wanted for a small environmental/political/entertainment organization focused on stopping Ward Valley nuclear dump. Excellent writer/speaker a must. Job requires political savvy, computer knowledge, strong organizational and strategy skills, effective writing ability and media relations. Excellent health benefits. Salary mid-20s. Fax resume to ASF(310) 394 -5825...

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